

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE



FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

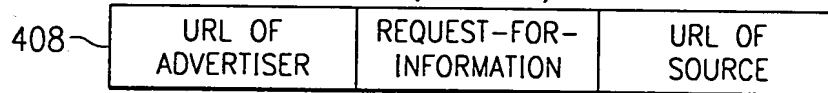


FIG. 4e

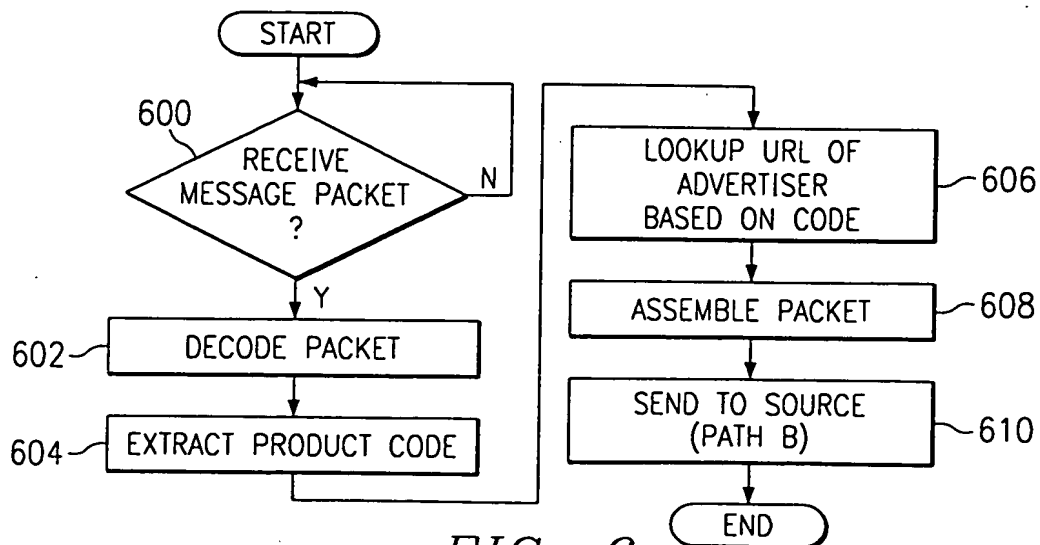


FIG. 6

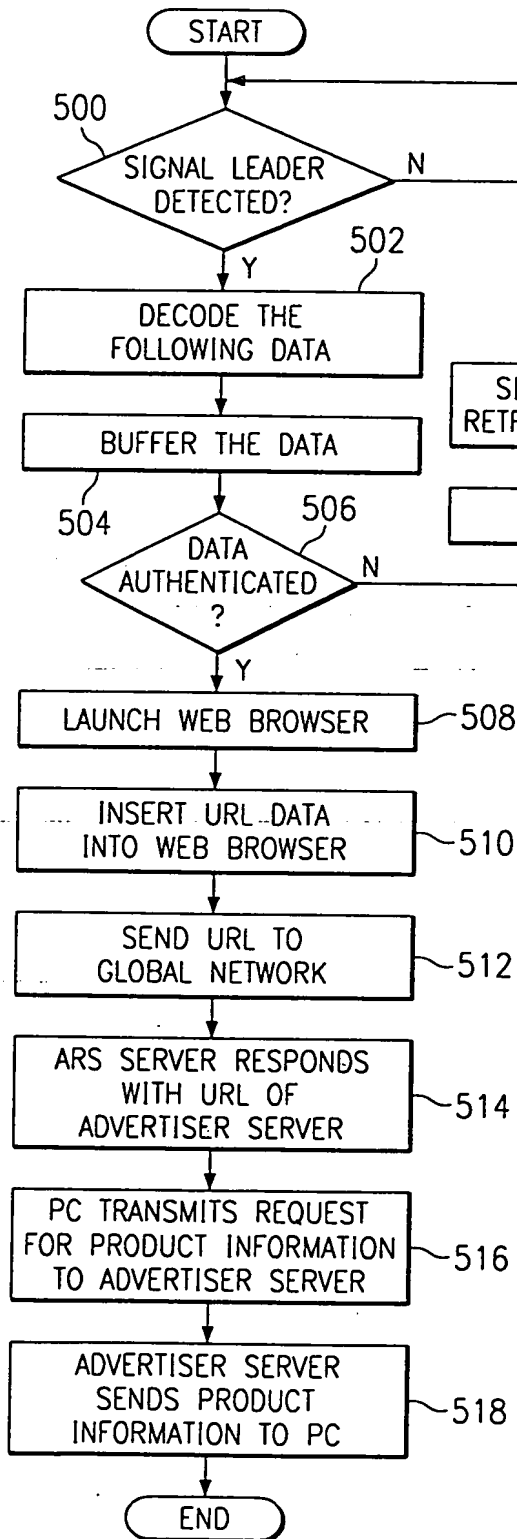


FIG. 5

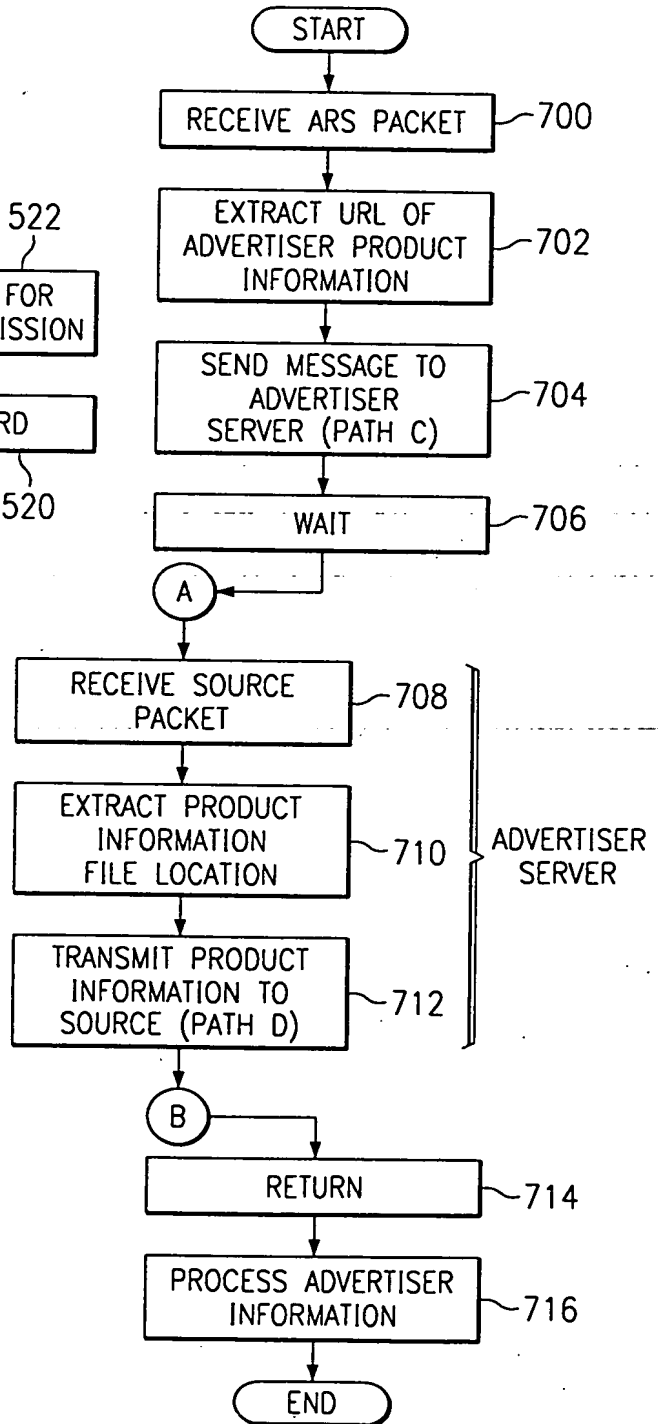


FIG. 7

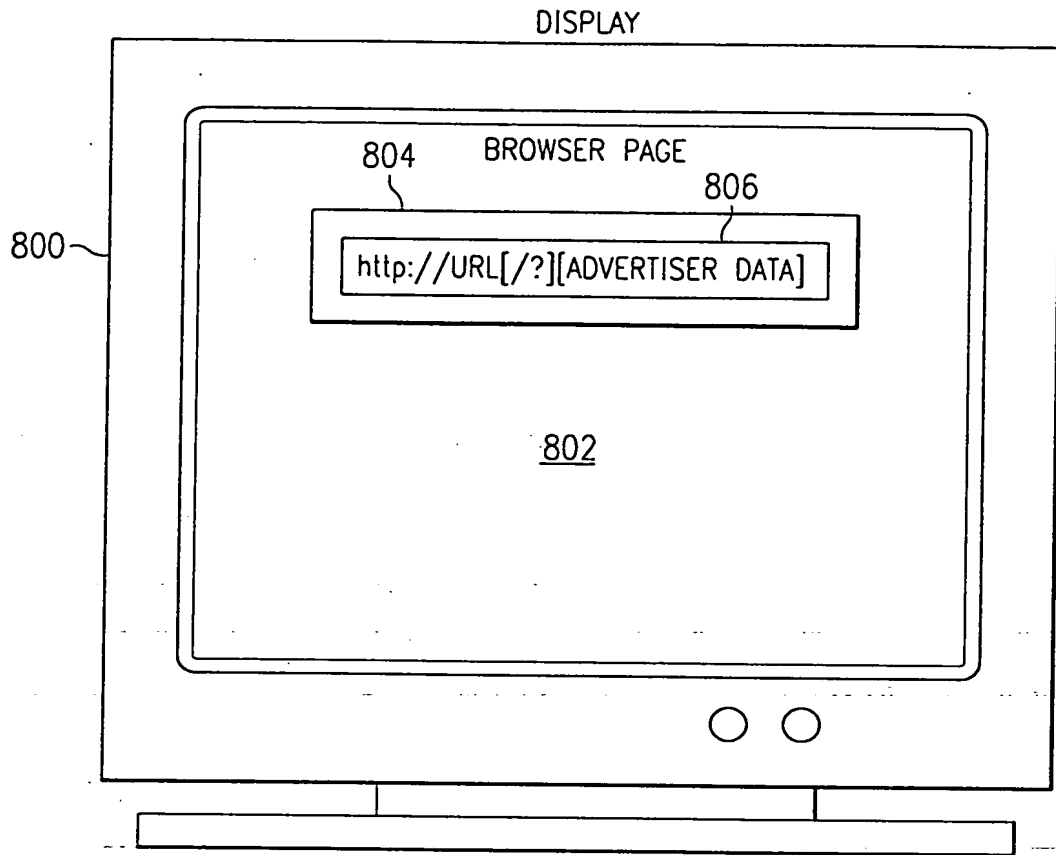


FIG. 8

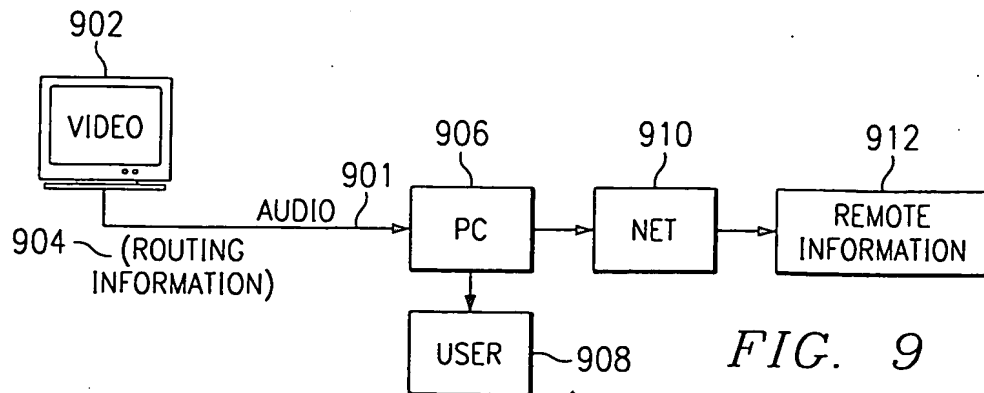
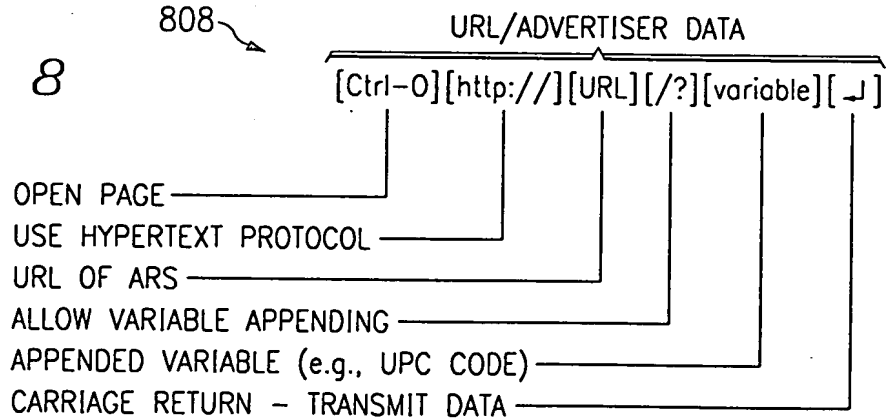
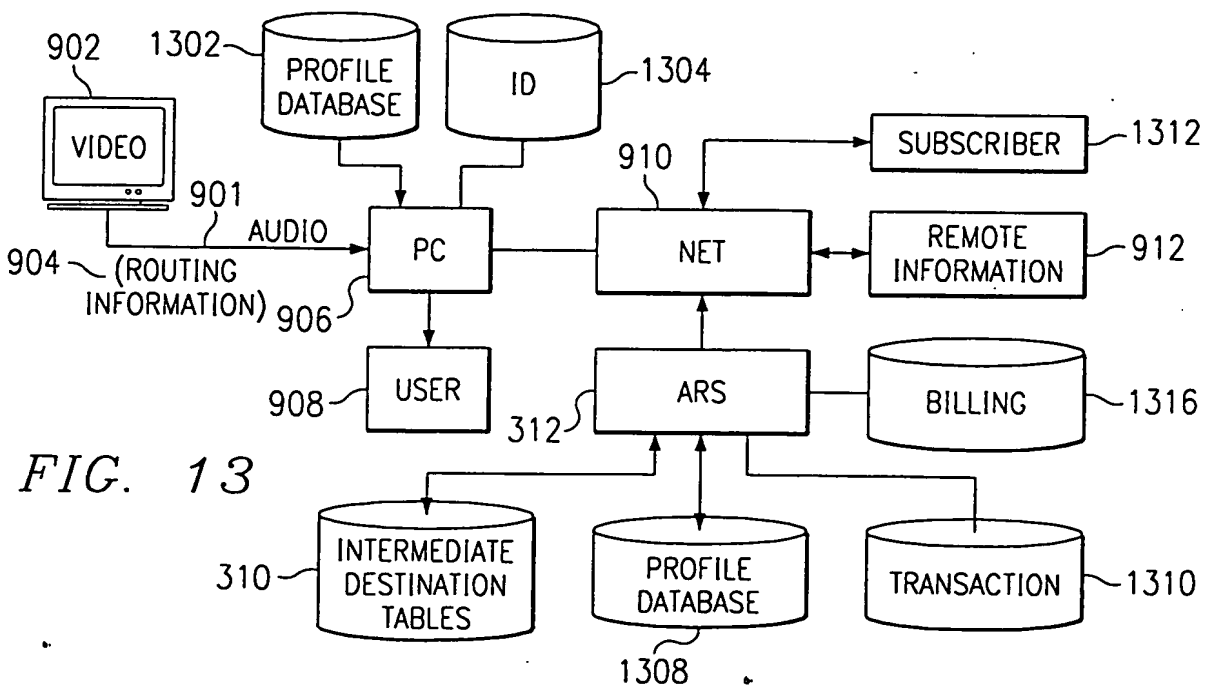
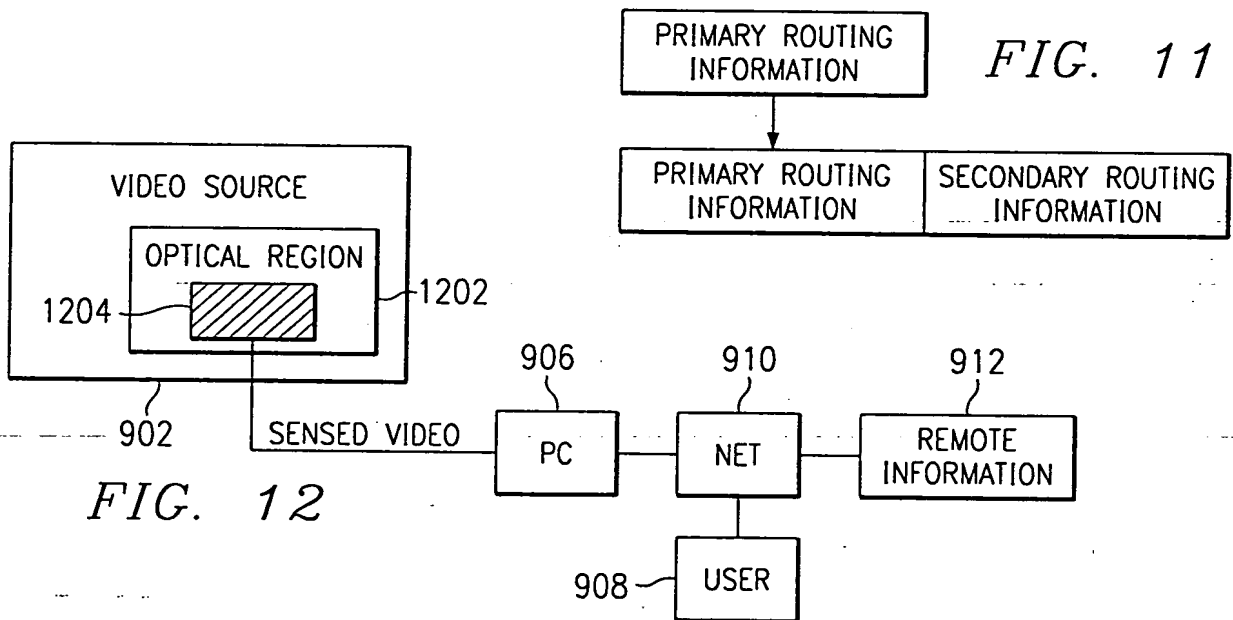
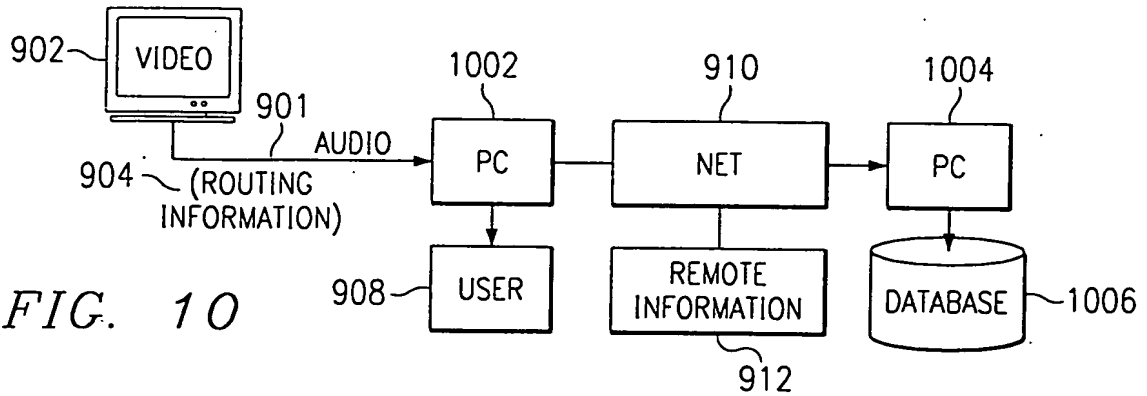
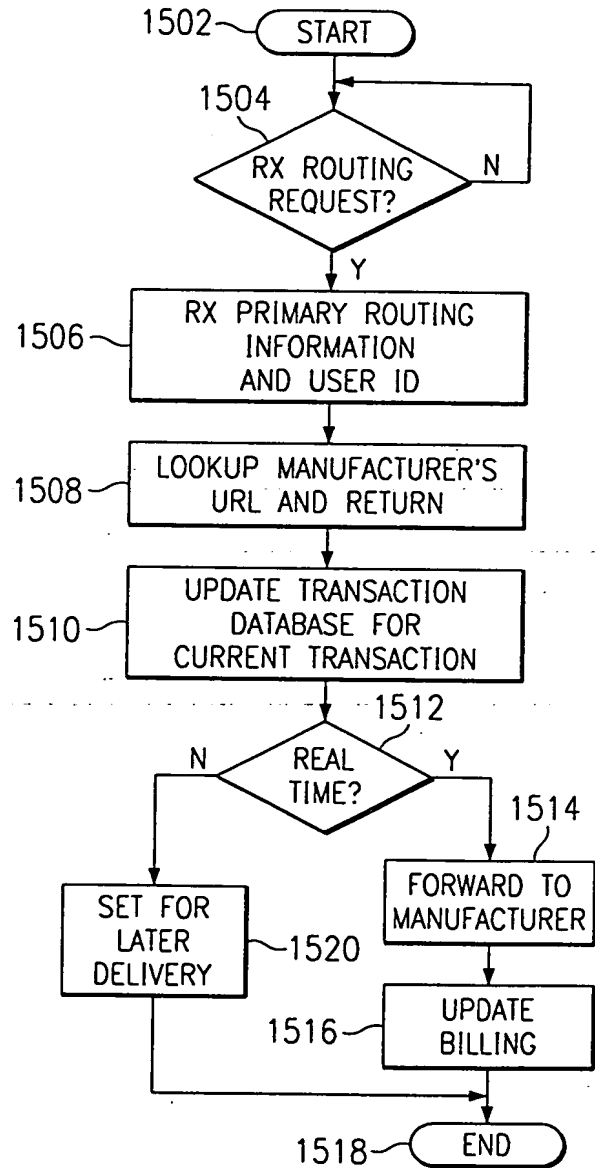
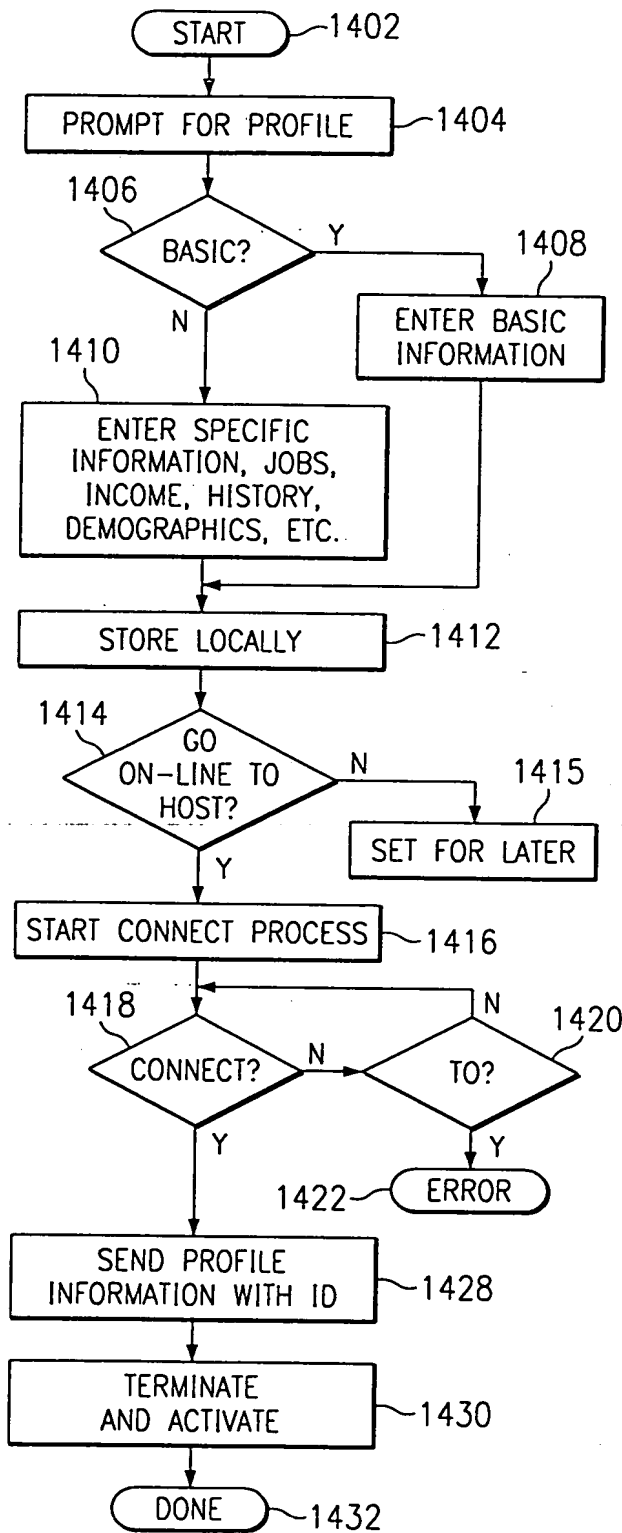


FIG. 9





DATE = 5/26/00

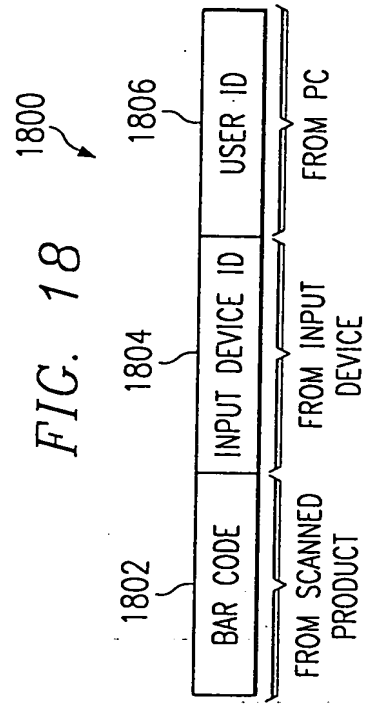
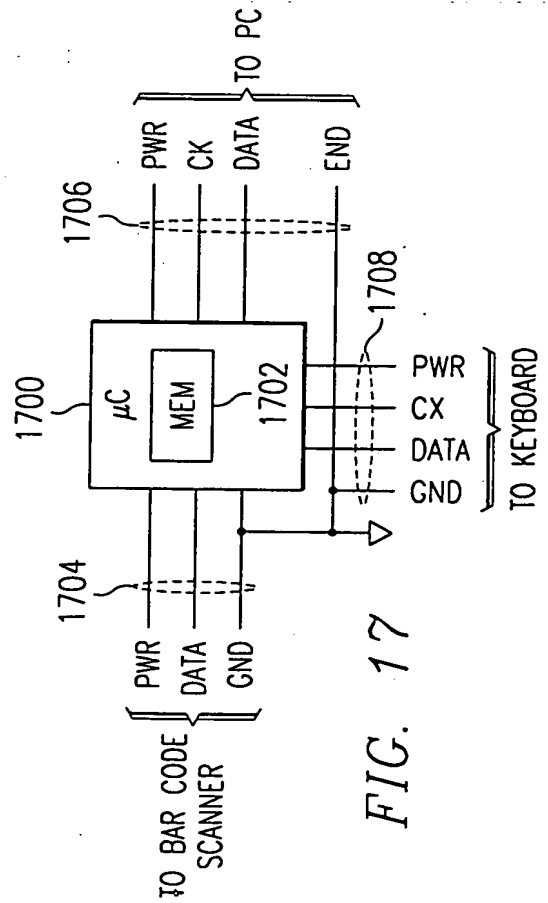
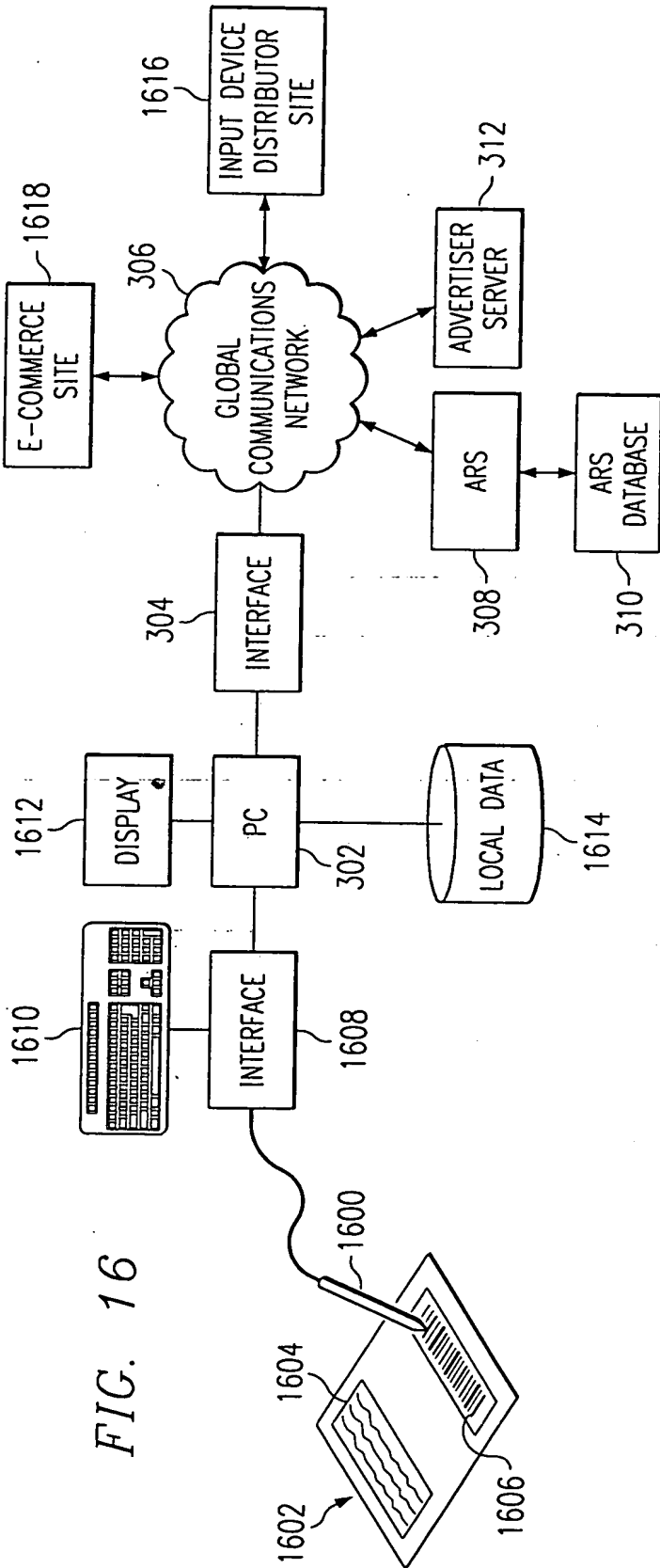


FIG. 19

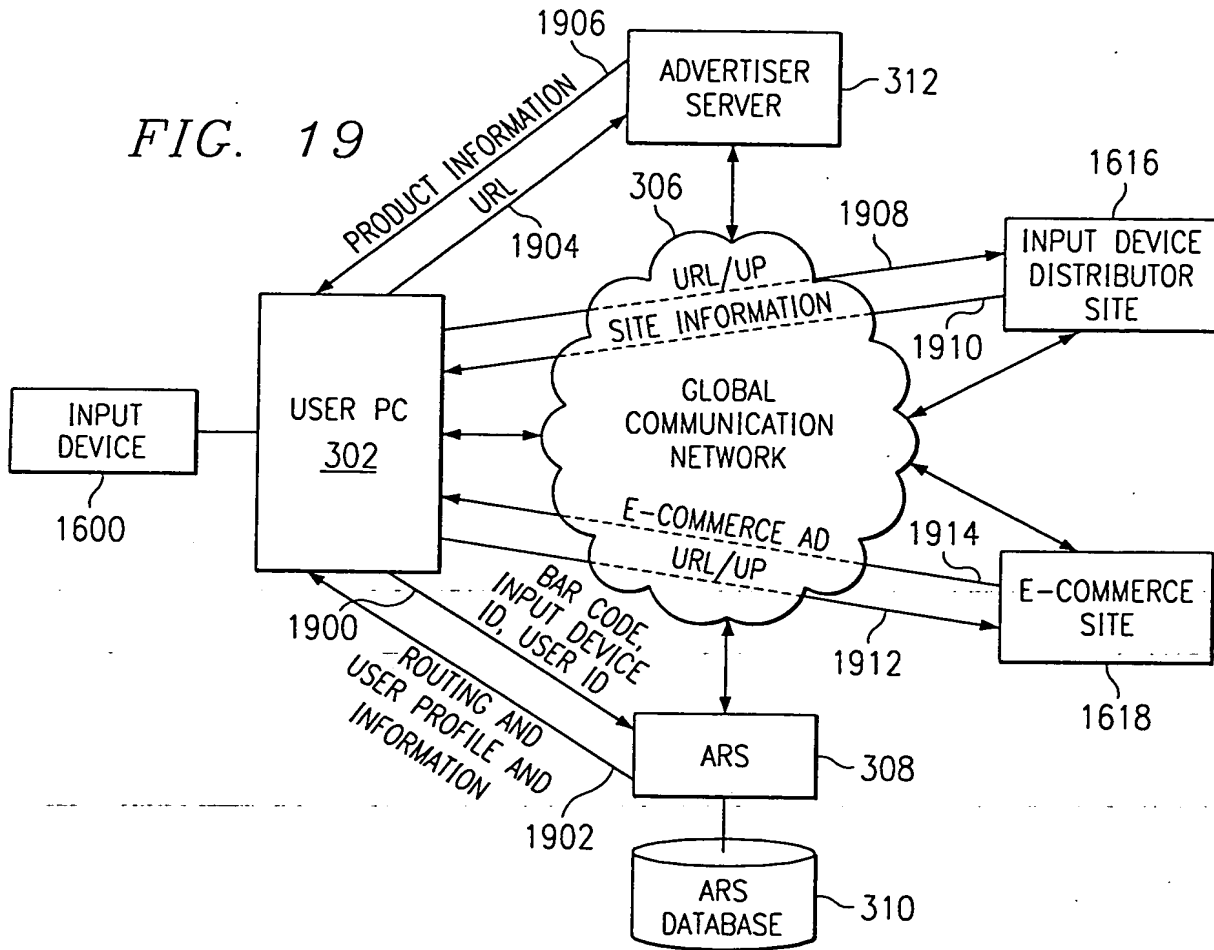


FIG. 20

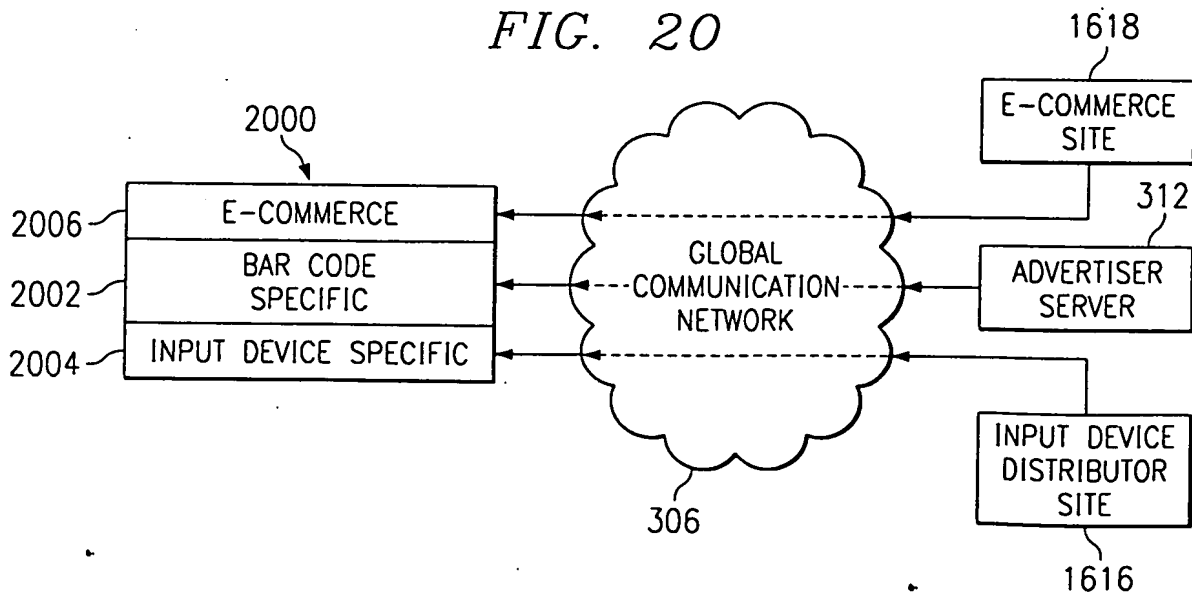


FIG. 21

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

ARS DATABASE
2100

FIG. 22

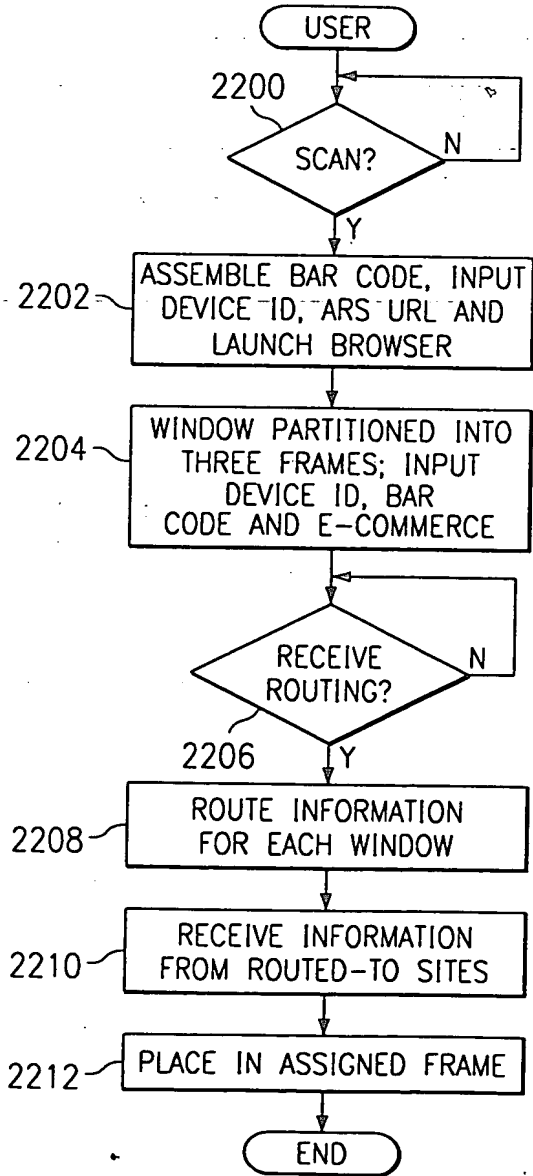
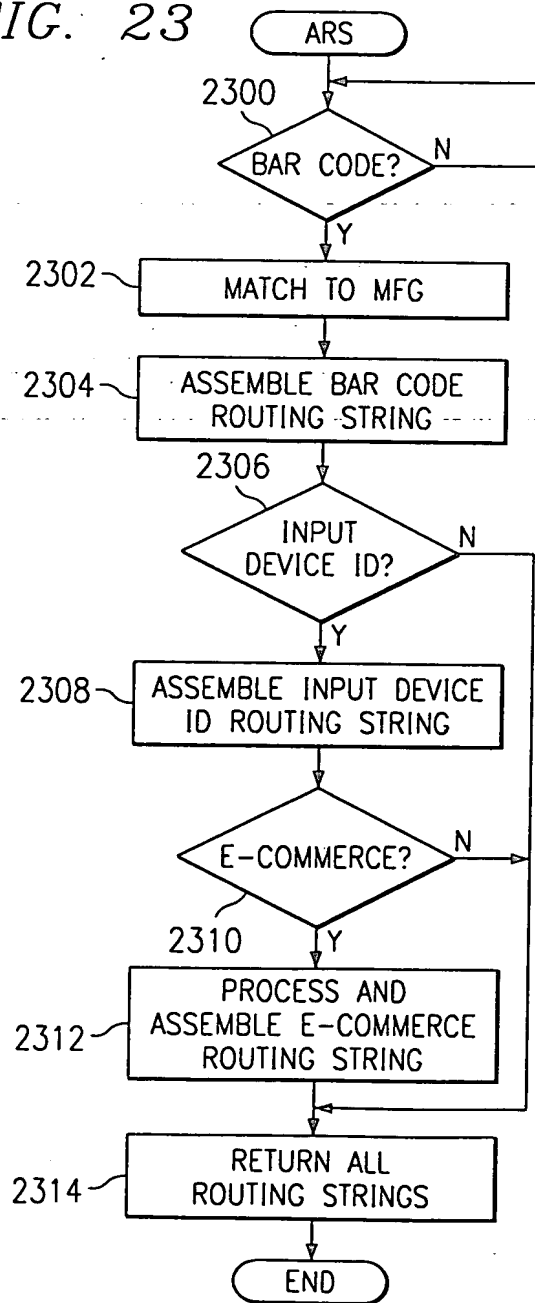


FIG. 23



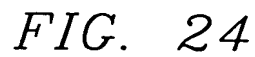


FIG. 24

000001-500000

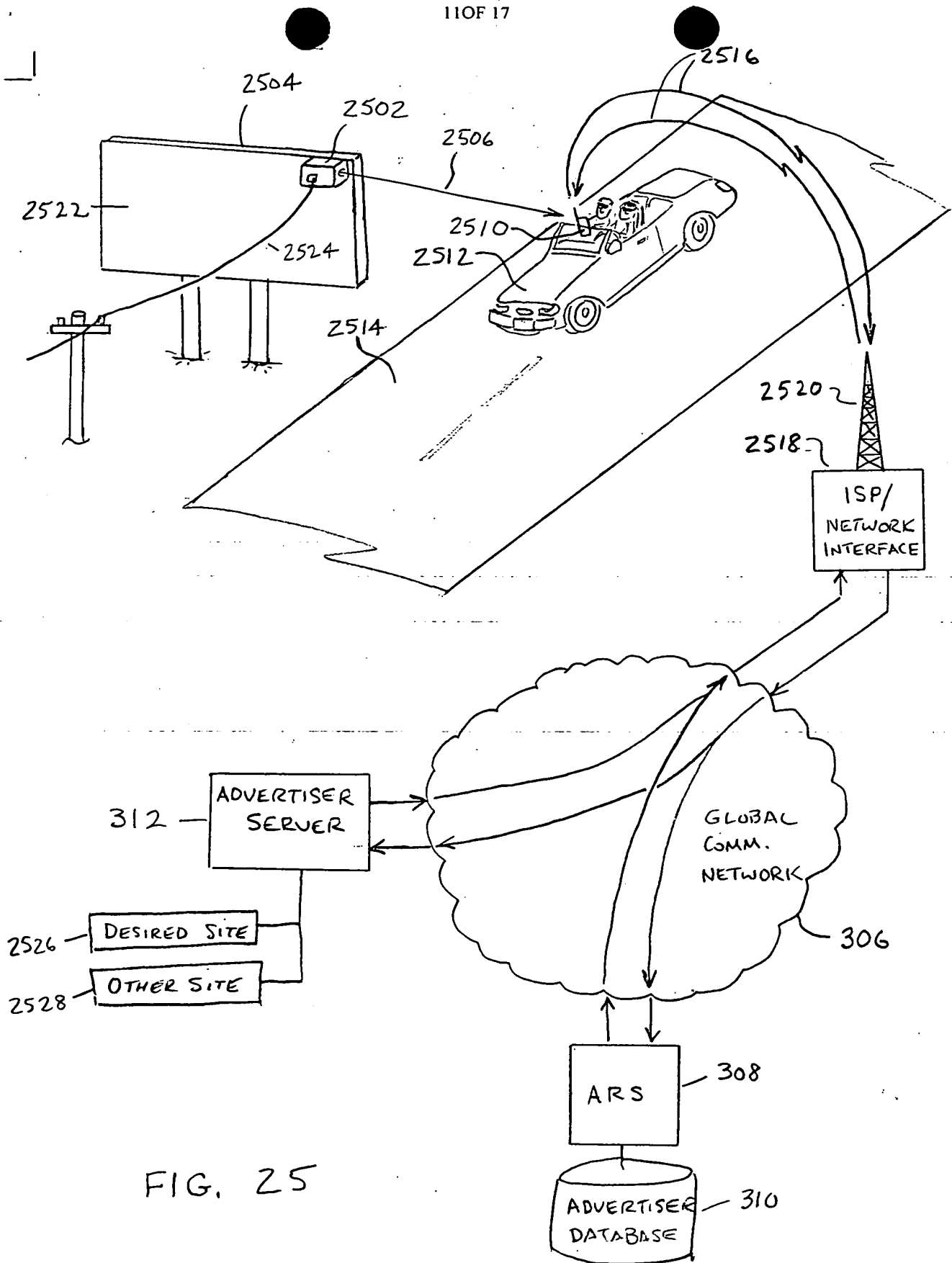


FIG. 25

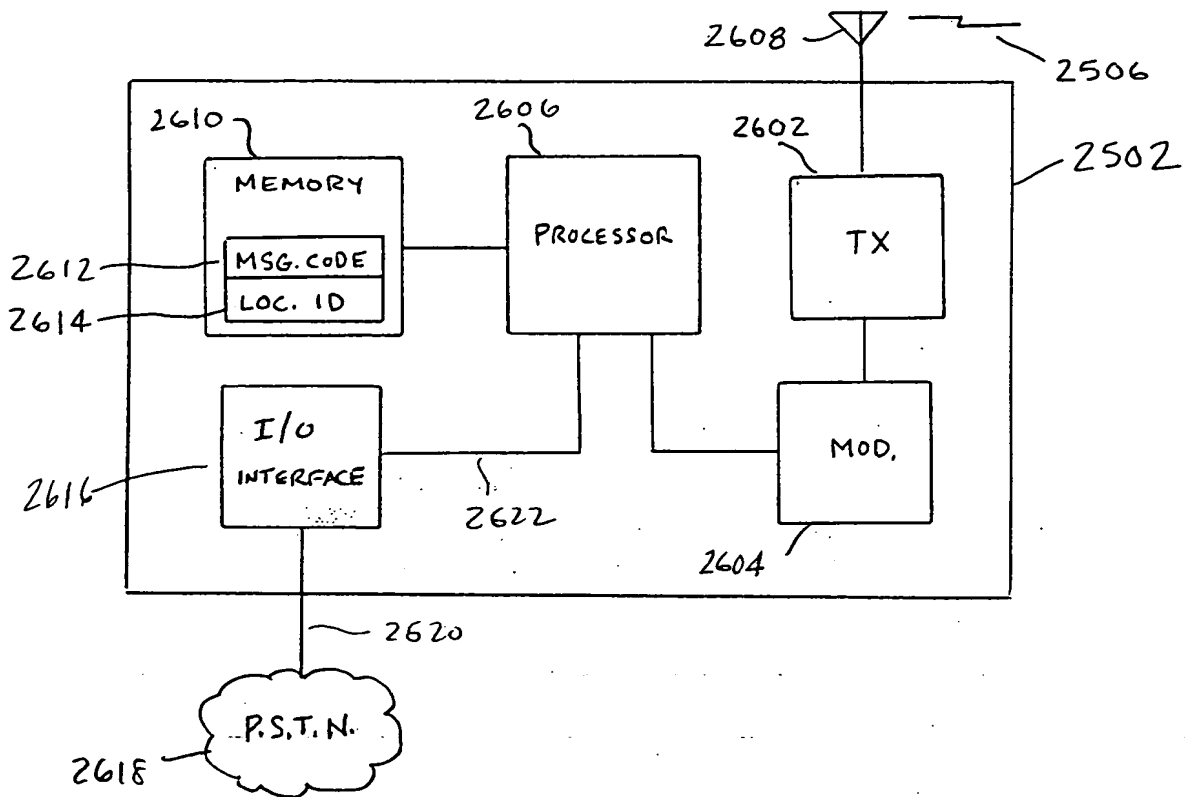


FIG. 26

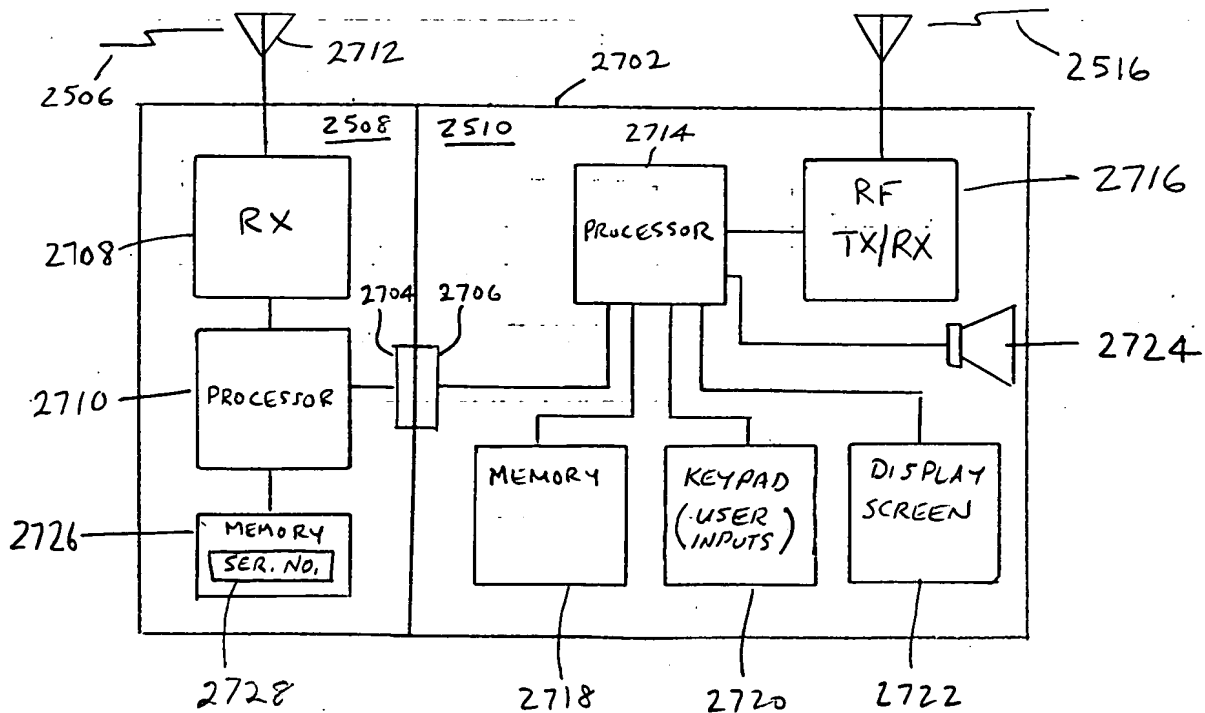


FIG. 27

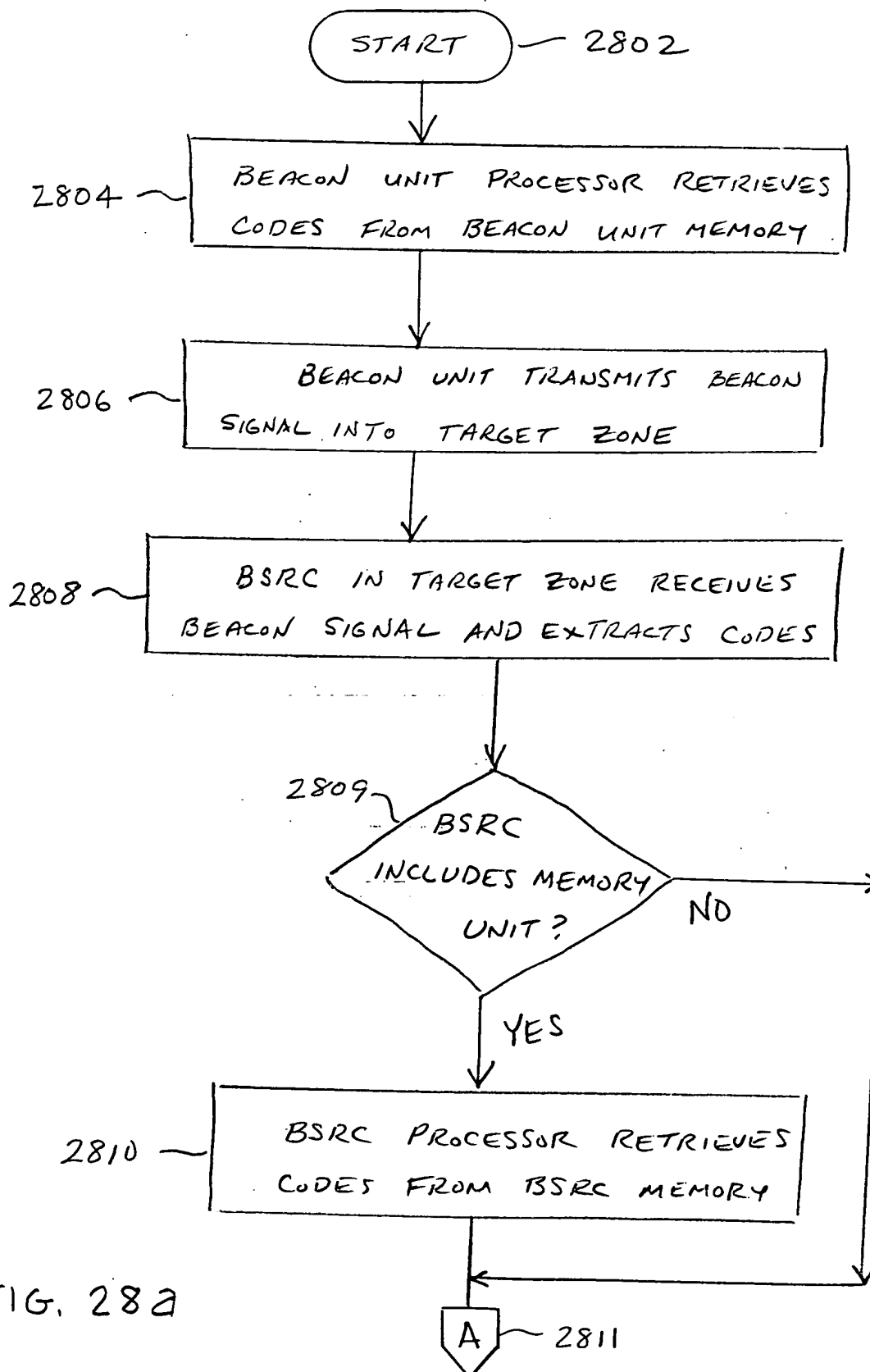


FIG. 282

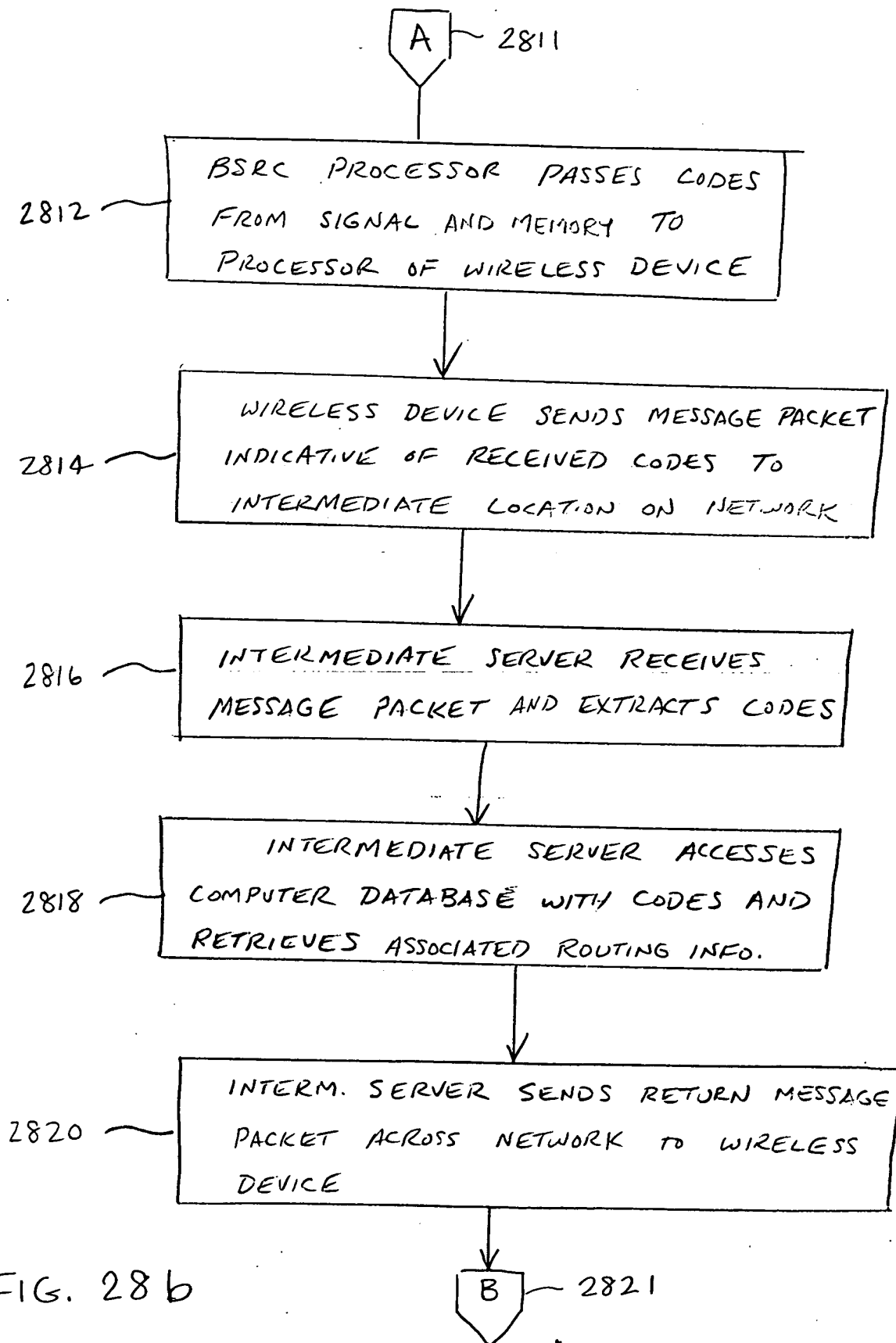
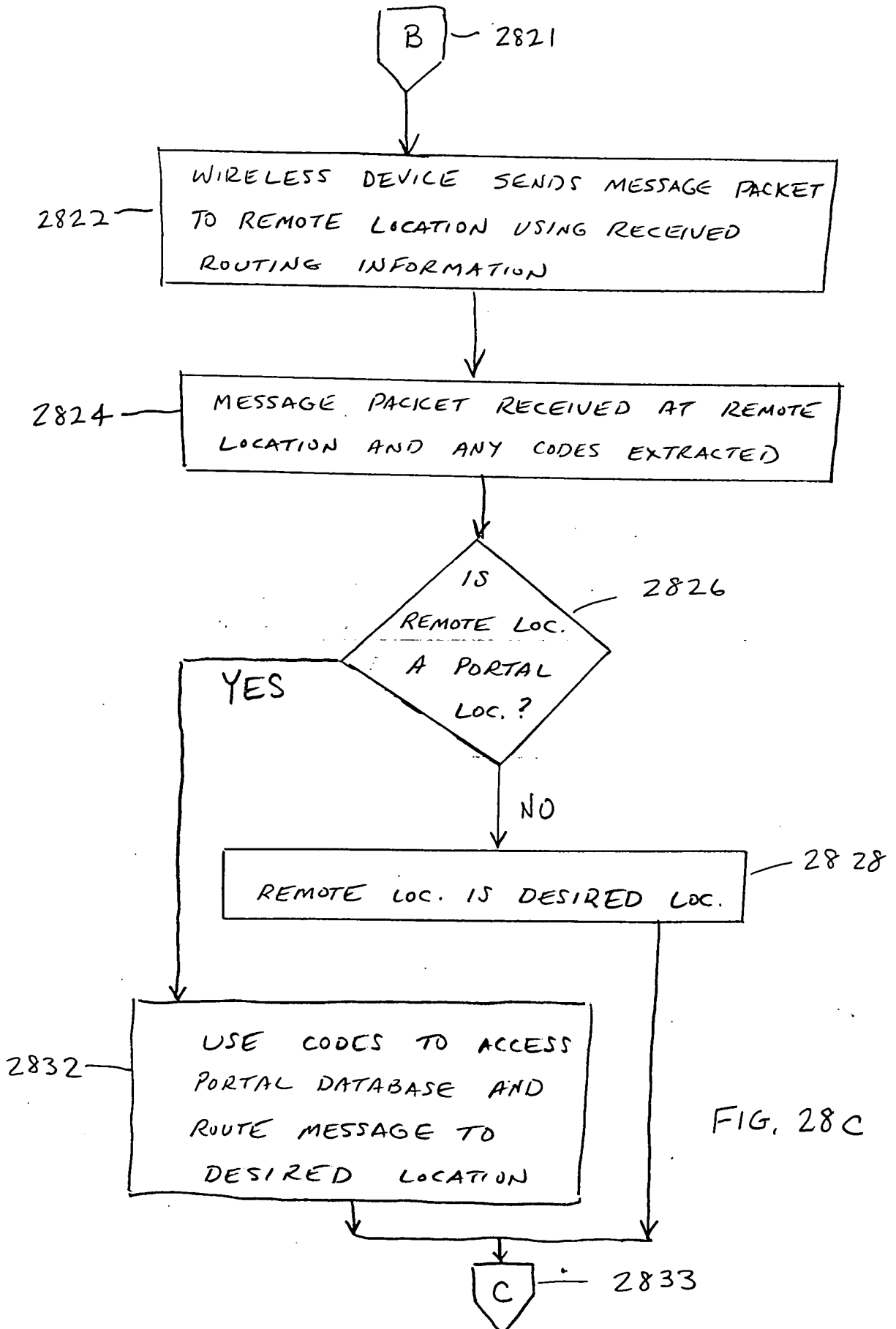


FIG. 28b



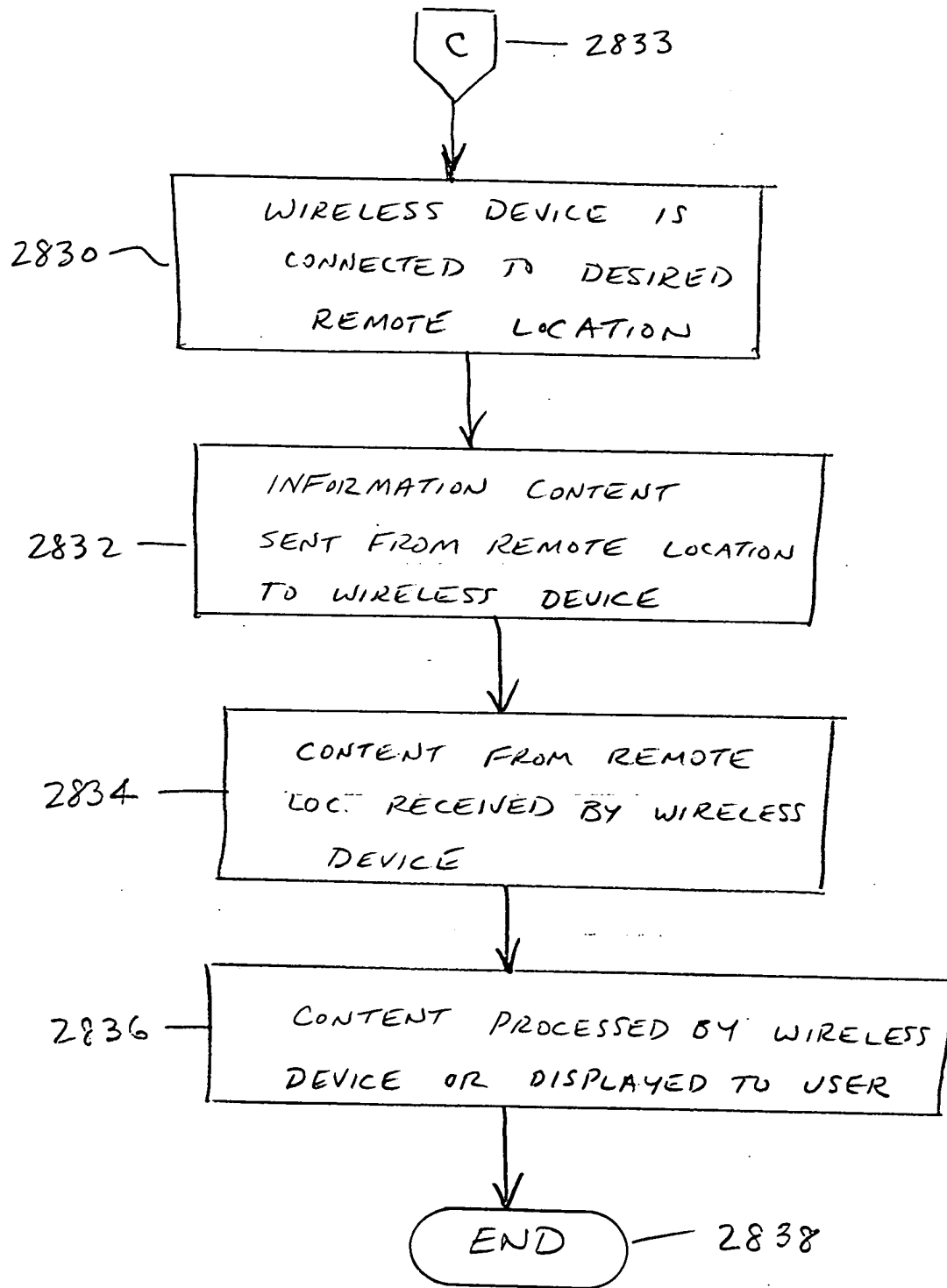


FIG. 28d

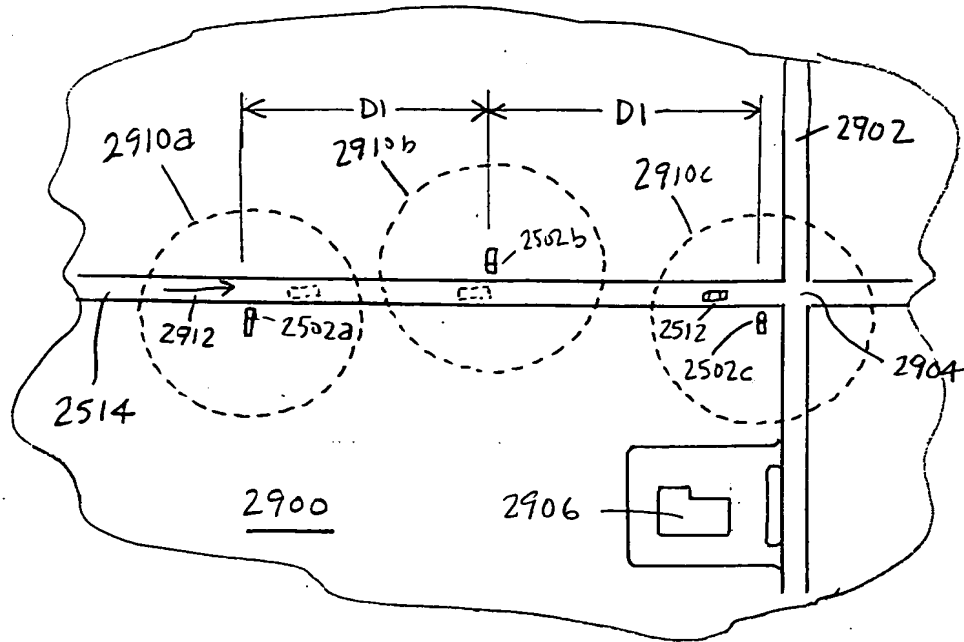


FIG. 29

PHLY-25,364-17